



Florida Craftsmen Gallery 2011 Holiday Boutique Artist Contract

Name _____ Social Security # _____

Address, City, Zip _____

Daytime Phone # (____) _____

Evening Phone # (____) _____

Email Address _____@_____

Please read carefully as some instructions have changed.

1. Membership

The Holiday Boutique is exclusive to Florida Craftsmen member artists. All participating artists must be members in good standing, and all dues must be current at the time of application. Not a member? Enroll on-line at www.floridacraftsmen.net/membership.

2. Timeline

- The consignment period for the event is from September 26th through Dec. 31st, 2011
- Work is accepted beginning: September 26th 2011
- Delivery and arrival deadline: 5:00 pm October 21st, 2011
- Unsold, hand-delivered work is to be picked up between January 2-13, 2012

3. Shipping and delivery

- Appointments are required for hand-delivery. Please call Maggie Duffy or Melissa Van der Laak at 727- 821-7391 as soon as possible to schedule an appointment.
- Hand-delivered work not picked up by January 13th becomes the property of Florida Craftsmen unless arrangements have been made in advance.
- Artists may ship their work at their own expense.
- Unsold shipped work will be shipped back and insured at the artist's expense.
- All work must arrive in suitable condition and ready for display.
- Work damaged during shipping will be immediately returned to the artists at the artist's expense. Please pack carefully.

4. Display

At the discretion of Florida Craftsmen:

- Artists should not expect to see all their work on display at any given time. This applies to opening night.
- Some of any artist's inventory may be in storage at any given time and rotated or returned to the retail floor several times during the run of the event.
- Selections of the artist's work may be displayed at different locations throughout the gallery.
- The location of an artist's work may shift and change as the sale continues.
- Artists' presentations will include their name. It will not include their phone number, address, e-mail or website. Inquiries will be forwarded to the artists for their response. Please leave those tags at home, as it takes time to remove them.

5. Inclusion.

Florida Craftsmen, Inc. seeks to encourage professionalism in artists and creative contemporary craft of the highest aesthetic standards.

- All Florida Craftsmen member artists shall have the opportunity, but not be guaranteed, participation in the Holiday event.
- The staff of Florida Craftsmen retains the right to review, exclude and return any work of art that it deems inappropriate or unsalable. Examples of such include, but are not limited to:

Poorly crafted Prefabricated Inappropriately priced
Deemed offensive. More than five years old
Other unanticipated characteristics at the discretion of the Gallery Manager.

6. Insurance

- All works will be insured for 55% of the retail value while consigned to the gallery.

7. Commissions

- Items valued **below** \$750 - Florida Craftsmen retains a 45% commission and artists are paid 55% of the stated retail value.
- Items valued **above** \$750 - Florida Craftsmen retains a 35% commission and artists are paid 65% of the stated retail value.
- Artists are responsible for paying Florida Craftsmen a 10% commission for all custom sales originating from the Holiday Show or arranged by Florida Craftsmen staff or volunteers.

8. Payment to the artists

- Payment to the artists will be mailed during the month following the sale of item(s).

9. Promotional Materials

- The artists are responsible for providing Florida Craftsmen with a short artist's statement, resume and suitable images of their available work. Ready to be reproduced images should be high resolution jpegs at 300 dpi.
- Artists grant Florida Craftsmen the right to use the likeness of their work for marketing, promotional and educational purposes.
- Florida Craftsmen is responsible for crediting the artists on printed materials bearing their work.

10. Owner's Clause

The artist warrants that he or she is the creator, and possesses full title of all consigned works, with the FC gallery as an authorized seller.

11. After Holiday Sale

The artist agrees to participate in the After Holiday sale. All holiday items will be 20% off with a 10/10 split between the artist and the gallery.

I agree Do not discount my work. I understand that my work will be removed from the retail gallery during the sale.

I agree to all the terms stated in this contract:

Artist's Signature _____ Date _____

Florida Craftsmen Representative Signature _____ Date _____



Buy Florida- By Florida
ARTIST INFORMATION SHEET

****Please read CAREFULLY as changes have been made!****

Thank you for participating in this year's Holiday Boutique. We are eagerly anticipating a successful Holiday Season. Please review the content for facts and timelines. They are designed to make the process as simple as possible.

2011 CALENDAR

- *September 26th** Work may BEGIN to arrive at the gallery.
You must make an appointment in order to deliver your work. **There will be no exceptions. Bring your contract, W9 and all promotional materials - see contract for details.**
- *October 21st** Work is DUE to the Gallery no later than 5:00 pm.
- *November 4th** Opening Reception, 5:30-8:30pm
- *November 11th** Gallery Walk, 5:30-8:30pm
- *December 26th- 31st** After-Holiday Sale (Details posted below)
- *December 31st** Holiday Show CLOSES
- *January 2nd-13th** Hand-delivered work MUST be picked up or it becomes the property of Florida Craftsmen.
- *January 20th** Shipped work will be shipped back NO LATER than this date.

INVENTORY

We will NOT be sending inventory sheets to fill with your packet this year. They will be completed in the Gallery during your appointment. If you are shipping work, please write a detailed packing list, and we will assign the numbers when we receive your work.

INVENTORY QUANTITIES

Please adhere to the quantities below when sending Holiday Inventory.

Jewelry: Maximum 8 pieces

Functional Ceramics: Maximum 12 pieces

Small Sculptural Objects: Maximum 5 pieces

Large Sculptural Objects: Maximum 2 pieces

Ornaments: Maximum 50 pieces

Framed work: Maximum 3 pieces

Hanging Work/Furniture: Please contact the Gallery Manager to discuss scale

Keep in mind that we have over 250 participating Holiday Artists to accommodate in our Retail Gallery.

We will notify you if we need more work. Please include a brief Artist's Statement with your work.

DELIVERY

HAND DELIVERY/SHIPPING

Work for the show is **DUE** at the gallery no later than 5:00 pm on October 21st. Work may begin to arrive as early as September 26th. If you are hand delivering your work, you must make an appointment. **There will be no exceptions.** Your Holiday Contract and WG must arrive with your work.

YOU MUST deliver your work in a **disposable container.** Florida Craftsmen will not be responsible for your storage vessels. A cardboard box does the trick perfectly!

Work shipped to Florida Craftsmen will be returned at the artist's expense. Please follow the shipper's packing guidelines and insure your work. If you do not adhere to the shipping instructions, damaged work will not be compensated by the shipper.

SHIP OR DELIVER WORK TO:

Florida Craftsmen Gallery
Attn: Holiday Show
501 Central Ave.
St. Petersburg, FL 33701

INSURANCE - See Gallery Contract

COMMISSIONS - See Gallery Contract

POST HOLIDAY SALE

Florida Craftsmen holds an after-holiday sale each year. During this time we offer gallery clients a 20% reduction (**10% split between gallery and artist**) on unsold holiday work. If you do **NOT** wish your work to be discounted, please mark the appropriate box on the contract. Be advised that if you do not wish to participate in the Post Holiday Sale, your work will be temporarily removed from the retail gallery.

FREQUENTLY ASKED QUESTIONS

Q. Where is my Inventory?

A. There is not enough display space at Florida Craftsmen to showcase the entire Holiday inventory at once. All artists' inventory will be rotated from the display case to storage and back again during the length of the event.

Q. Not enough space? Look at those empty aisles, windows, ceiling?

A. We maintain 3 feet between displays to make the gallery accessible to all shoppers. We design displays to allow each item in the room to dazzle, and try very hard to avoid the look and feel of a street bazaar.

Q. Why is my work not all in the same place?

A. To maximize its visibility and focus on its versatility. For example, a wine glass may be on a display with other glass objects for a glass lover to find, or on an elegant table setting to show its functionality. If placed in the jewelry case with a pearl necklace, it can become that unexpected impulse buy for someone; while alone on a pedestal a spotlight will emphasize its uniqueness and beauty.

Q. What do you mean my scarf should not be priced at \$1,500? It took me a year to complete?

A. Similar scarves may already be in inventory at Florida Craftsmen and other venues for \$25. Time investment is a measure of love, not a profit driver.

Q. I thought you were not going to jury. Why is this piece not included?

A. The holiday event is not juried, there is, however, a selection process. The reason why any particular piece is not included will vary. Some are listed in your contract. Most important to keep in mind is that this is a retail venue. If, for whatever reason, we do not think we can sell it, we will advise you to take it to a venue that can better serve you.

As always, we aim to present original, finely crafted works of art. Our guests have come to expect the best from our Florida Craftsmen member artists. We know that you will refrain from sending any old, damaged, or otherwise unsalable pieces (including craft kits.) Florida Craftsmen reserves the right to refuse any work. All such work will be shipped back at the artist's expense. Please keep your work priced realistically. We want this holiday event to be a great success. If you have any questions or are concerned with the appropriateness of a given piece or a body of work please contact us before you send it. Shipping becomes costly and may rob you of the opportunity to select a more appropriate venue.

If you have other questions, please call : 727.821.7391 or email us at galler@floridacraftsmen.net.

Again, THANK YOU for participating!

It is because of YOU that this year's Holiday Show will be a success!